# GOOD UX:

Useful,

Helpful,

Easy to Learn,

Attractive,

Accessible,

Fun,

Delightful,

Connected,

Satisfying

# BAD UX:

Stressful,

Confusing,

Ugly,

Distracting,

Inefficient,

Tedious,

Condescending,

Inconsiderate,

Frustrating

# UX = the experience people have when they interact with your product

* Using the product
* Choose the product
* Acquiring the product
* Learning to the use the product
* Fixing the product
* Upgrading the product
* …

# Why is UX hard?

1. You are not the user
2. Computers are weird
3. Software is (usually) complex

# How to make UX easy

* Follow an iterative prototyping process
* Apply user-centered research and design methods
* Understand a bit about human behavior
* Apply common sense